00:15:00



10/19/12

10/19/12

Order%

ORDER

Flight Dates 10/19/12-10/22/12

Order Sep

Product Estimate #

NIXON FOR GOV 584550 / Alt Order # 09847413 Contract / Revision

Original Date / Revision Billing Type Cash Agency Com 15%

Order Type **GENERAL** Billing Contact Billing Cycle EOM/EOC Advertiser Nixon, Jay/D/MO/Governor

1600 Locust Street Billing Calendar BROADCAST

Philadelphia, PA 19103 Demographic A35+

Agency Campaign Group Rev Codes SP-POL CAN **GEN**

Buying Contact Sales Office DC-M Product Codes PL1Eb

Sales Region NAT Priority 3 1600 Locust Street

Agency Ref Philadelphia, PA 19103 Advertiser Ref

Start Date

Primary Account Executive

Dan Driscoll

Account Executive

Dan Driscoll 100% Order Share 25% Market Value 68400

End Date

Competing Station % of Order Amount **KCPT** % 0 **KCTV** 25% 17100 **KCWE** % 0 **KMBC** 25% 17100 KMCI % 0 **KPXE** % 0

25%

17100

KSMO % 0 **Order Totals Billing Plan** # of Spots Month Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount

KSHB

October 2012 12 \$14,535.00 \$17,100.00 0.00 10/01/12 10/22/12 12 \$14,535.00 \$17,100.00 Totals 12 \$14,535.00 \$17,100.00 0.00

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Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
1 4 10/22/12 10/22/12		CM-All	10-1030p	M	:30	1 \$1,200.002	0.00 NM	1	\$1,200.00
	M-F 10-1030p								,
NEWS							1		
Start Date End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			1		
Week: 10/22/12 10/28/12	M	1	\$1,200.00	0.00					
2 4 10/21/12 10/21/12	Su 10-1030P	CM-All	10-1030p		:30	1 \$1,200.002	0.00 NM	1	\$1,200.00
	Su 10-1030p					, 10 : 3 (10 : 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2	1	•	ale , tour Filture i beziehe.
NEWS.									
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			- 1		
Week: 10/15/12 10/21/12	S	1	\$1,200.00	0.00					
3 4 10/22/12 10/22/12	M-F 1030-1102p	CM-All	1030-1102p	M	:30	1 \$500.002	0.00 NM	1	\$800.00
777 Addition	M-F 1030-1102p		5		······································				#444.22
NEWS									
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			J		
Week: 10/22/12 10/28/12	M	1	\$600.00	0.00			l		



584550

Flight Dates 10/19/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product NIXON FOR GOV

Estimate #

									Tota	ls
Ln Ch Star		Inventory Code	Break	Start/End T	ime Days	Len Spo	ts Rate Pr	Rtg Type	Spots	Amount
4 4 10/21	/12 10/21/12		CM-All	1030-1102p		:30	1 \$800.002	0.00 NM	1	\$600.00
NEWS		Su 1030-1162p		(10:30 PM-1	1:60 PM)					
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	s	1	\$600.00	0.00					
5 4 10/22	/12 10/22/12	M-F 630-7p	CM-All	630-7p	M	:30	1 \$2,200.002	M/ 00.0	1	\$2,200.00
WHEEL		М-F 630-7р								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	M	1	\$2,200.00	0.00					
E 6 4 10/21	/12 10/21/12	MLB Championsh	ip Ser@M-All	3p-CC	S	:30	2 \$2,500.002	0.00 NM	2	\$5,000.00
NLCS		MLB Championsh	ip Serie							
NLCS Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			[
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4 4 19/50	The Thirty St. 1 St.	M-F 430-5a News		400.00	146 - 10 - 10 - 10 - 10	.20	1 \$100.003	U.QQ INNI	1	\$100.00
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								Tetals	12 8	7 100 00

Totals 12 \$17,100.00

09847413

SP-POL CAN

GEN

WDAF-TV

ORDER

Flight Dates 10/19/12-10/22/12

Order Sep 00:15:00

Product Estimate #

Alt Order# NIXON FOR GOV 584550 Contract / Revision

Billing Type Cash Original Date / Revision 15% Agency Com

Order Type **GENERAL** 10/18/12 10/18/12 **Billing Contact**

Billing Cycle EOM/EOC Advertiser Nixon, Jay/D/MO/Governor

1600 Locust Street Billing Calendar BROADCAST Philadelphia, PA 19103

Demographic A35+ Campaign Group Agency

Rev Codes **Buying Contact** Product Codes PL1Eb Sales Office DC-M

Priority 3 Sales Region NAT

1600 Locust Street Advertiser Ref Agency Ref Philadelphia, PA 19103

Start Date

Primary Account Executive

Order%

10/28/12

Week: 10/22/12

M-----

Dan Driscoll

Account Executive

100% Dan Driscoll Order Share 25% Market Value 68400

End Date

Competing Station % of Order Amount **KCPT** % 0 **KCTV** 25% 17100 **KCWE** % 0 17100 **KMBC** 25% 0 % **KMCI** % 0 **KPXE KSHB** 25% 17100

%

0

Billing Plan **Order Totals** Net Amount Gross Amount # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Month 0.60 10/01/12 \$14,535.00 \$17,100.00 \$14,535,00 \$17,100.00 10/22/12 12 October 2012 12 \$17,100.00 0.00 12 \$14,535.00 Totals

KSMO

Totals Rtg Type Spots Amount Rate Pri Break Start/End Time Days Len Spots Ln Ch Start End Inventory Code CM-All 10-1030p :30 1 \$1,200.002 0.00 NM \$1,200.00 10/22/12 10/22/12 M-F 10-1030p M-----M-F 10-1030p **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M-----1 \$1,200.00 0.00 10/21/12 10/21/12 1 \$1,200,002 0.00 NM \$1,200.00 Su 10-1030P CM-All 10-1030p -----:30 4 Su 10-1030p NEWS Rating Spots/Week Rate Start Date End Date <u>Weekdays</u> ----S 1 \$1,200.00 0.00 Week: 10/15/12 10/21/12 Manakan \$600.00 CM-All 1030-1102p :30 \$600.002 0.00 NM 4 10/22/12 10/22/12 M-F 1030-1102p M-F 1030-1102p **NEWS** Rating Spots/Week Start Date End Date Weekdays Rate

0.00

\$600.00

Print Date: 10/18/12

Page 2 of 2



Contract / Revision

584550

Flight Dates 10/19/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product NIXON FOR GOV

Estimate #

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Ln	Cn	Start	End	Inventory Code	вгеак	Start/End	Time Days	Len S _l	oots	Rate Pri	Rtg Type	Spots	Amount
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				Su 1030-1102p		(10:30 PM-	11:00 PM)						
ļ	NEWS												
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E 5	4	10/22/1	2 10/22/12	M-F 630-7p	CM-All	630-7p	M	:30	1	\$2,200.002	0.00 NM	1	\$2,200.00
				M-F 630-7p									
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	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 10/	22/12	10/28/12	M	1	\$2,200.00	0.00						
E 6	4	10/21/1	2 10/21/12	MLB Championst	ip Seri6M-All	3p-CC	~~~~~\$:30	2	\$2,500.002	0.00 NM	2	\$5,000.00
				MLB Champiensi	,	(3:00 PM-6:	30 PM)						4-1
I	NLCS						•						
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/	15/12	10/21/12	S	2	\$2,500.00	0.00						
Ę 7	4	10/22/1	2 10/22/12	MLB Championsh	in Seri@M-All	3p-CC	M	:30	2	\$2,500.002	0.00 NM	2	\$5,000.00
·		****		MLB Championel		(7:00 PM-10):30 PM)			At min \$ star me with a star me. Atten	W	_	and the I amendment of a sold year
ı	NLCS					•	,						
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/	22/12	10/28/12	M	2	\$2,500.00	0.00						
E 8	4	10/22/1	2 10/22/12	M-F 6-7a	CM-AII	6-7a	W	:30	2	\$600.002	0.00 NM	2	\$1,200.00
Ze. 11				M-F 6-7a		- 1 600			***	and debate and a old mic an	0.00 1415	€,	4,1600.00
ı	NEWS			, , , , , , , , , , , , , , , , , , ,									
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/	22/12	10/28/12	M	2	\$600.00	0.00						
E 9	4	10/22/1	2 10/22/12	M-F 430a News	CM-All	430-5a	M	:30	1	\$100.003	MIA 00.0	1	\$100.00
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1	NEWS			unin a samaine interes automatable	•								
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											Totals	12 C	17 100 00 I

Totals

12 \$17,100.00

Political LUR

Client

NIXON

Contract # HL# 577538 9826729

Date	Day	Time	Program	Rate	LUR Rate	Rebate Owed
1-Oct		608P	NEWS	600	540	60
6-Oct	SAT	724A	NEWS	300	200	100
						0
						0
						0
						. 0
						0
						0
~~~						0
						0
						0
						0
						0
						0
	·	<u> </u>				
Total						160
				1		

### Makegood Offer

Date	Day	Time	Program	Rate	# of Spots	Total
10/17-10/19	W-F	430-5A	NEWS	100		200
						0
				<b>.</b> .		0
						0
						0
						0
						0:
						0
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				1		
Total						200